
THE EFFECT OF MATERIALIST VALUES ON COGNITIVE BUYING AND COGNITIVE DISSONANCE POST-PURCHASE BEHAVIOR ¹

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ABSTRACT

This study explores materialistic values' effect on the cognitive buying behavior and cognitive dissonance post-purchase behavior. The research covers 1034 consumers from Edirne, Tekirdağ and Kırklareli, Turkey. The participants were reached through a non-random convenience sampling method, and a face-to-face survey was performed. The data obtained were analyzed using SPSS 22.0 and AMOS 24 statistical software in the Structural Equation Model. An exploratory factor analysis was conducted for the scales used in the research, and Cronbach's alpha reliability coefficients were calculated. Following that, the confirmatory factor analysis was conducted. Finally, the research model was tested with path analysis, and the significance test of the indirect effects included in the model was explored using the bootstrap method. When the findings were analyzed, the variables of success, centrality, and happiness, which are sub-dimensions of the materialistic values scale, were found to directly affect the rational buying behavior variable, which is a sub-dimension of cognitive buying behavior. The success and centrality variables, which are the sub-dimensions of the materialistic values scale, were found to directly affect the wisdom of buying and agreement, which are the sub-dimensions of the cognitive dissonance post-purchase behavior scale. Rational buying behavior, a sub-dimension of cognitive buying behavior, was discovered to serve as a bridge between materialistic values and cognitive dissonance post-purchase behavior.

Keywords: Materialistic values, cognitive buying behavior, cognitive dissonance post-purchase behavior

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MATERYALİST DEĞERLERİN BİLİŞSEL SATIN ALMA VE SATIN ALMA SONRASI BİLİŞSEL UYUMSUZLUK DAVRANIŞI ÜZERİNDEKİ ETKİSİ

ÖZ

Bu çalışma, materyalist değerlerin bilişsel satın alma davranışı ve satın alma sonrası bilişsel uyumsuzluk davranışı üzerindeki etkisini araştırmaktadır. Araştırma Türkiye'nin Edirne, Tekirdağ ve Kırklareli illerindeki 1034 tüketiciyi kapsamaktadır. Katılımcılara, tesadüfi olmayan örnekleme yöntemlerinden kolayda örnekleme yöntemi kullanılarak ulaşılmış ve yüz yüze anket yöntemi uygulanmıştır. Elde edilen veriler SPSS 22.0 ve Yapısal eşitlik modeli kapsamında AMOS 24 istatistik programında analiz edilmiştir. Araştırmada kullanılan ölçekler için açımlayıcı faktör analizi uygulanmış ve Cronbach's alpha güvenilirlik katsayıları hesaplanmıştır. Daha sonra doğrulayıcı faktör analizi uygulanmıştır. Son olarak, araştırma modeli yol analizi kullanılarak test edilmiş, model dahilinde var olan dolaylı etkilerin anlamlılık testi, bootstrap yöntemi ile araştırılmıştır. Bulgular incelendiğinde, materyalist değerler ölçeğinin alt boyutlarını oluşturan başarı, merkeziyet ve mutluluk değişkenlerinin, bilişsel satın alma ölçeği alt boyutlarından rasyonel satın alma davranışı değişkenine doğrudan etkisi bulunmuştur. Materyalist değerler ölçeğinin alt boyutlarından başarı ve merkeziyet değişkenlerinin, satın alma sonrası bilişsel uyumsuzluk ölçeği alt boyutlarından olan satın alma bilgeliği ve anlaşma üzerinde endişe değişkenlerine doğrudan etkisi ortaya çıkmıştır. Bilişsel satın alma davranışının bir alt boyutu olan rasyonel satın alma davranışının, materyalist değerler ile satın alma sonrası bilişsel uyumsuzluk davranışı arasında aracılık rolüne sahip olduğu bulunmuştur.

Anahtar Kelimeler: Materyalist değerler, bilişsel satın alma davranışı, satın alma sonrası bilişsel uyumsuzluk davranışı

1. Introduction

Materialism refers to “the belief or tendency of commitment to the material needs and desires, ignorance of the immaterial subjects, and a lifestyle which is totally based on material benefits” in widespread usage; however, in today’s common usage, materialism is related to the tendency to consider tangible property and physical comfort more important than spiritual values (Srikant, 2013; Oxford Dictionaries, 2012; Richins & Dawson, 1992). Materialism is a subject that has raised a broad interest in consumption (Richins & Dawson, 1992; Belk, 1988; Rassuli & Hollander, 1986). Consumers spend an average of 5.400 dollars a year shopping for food, clothing, and shoes (O’Brien, 2018). Therefore, exploring impulsive buying behavior (IBB), defined as (Rook, 1987, p.191) “the sudden, often strong, and insistent impulse the consumer has to buy something immediately”, is essential (Iyer et. al., 2020).

This study examines the effect of materialistic values (MV) on cognitive buying behavior (CBB) and cognitive dissonance post-purchase behavior (CDPPB). Moreover, the result of CBB on post-purchase cognitive dissonance behavior and the impact of MV on CDPPB through CBB are examined.

The primary contribution of this study is to present an empirically tested theoretical foundation for better understanding the inter-relationship among MV, CBB, and CDPPB components, in an integrated framework in the Turkish textile industry. We believe that partial examinations of the simple bivariate links between any of these factors may underestimate or overstate their true relationship due to omitted variable bias, therefore, in this study, we examined relationships among them simultaneously with a holistic approach. Therefore, this research extends the literature by analyzing the mechanism operating the relationships between these variables, going beyond simple cause and effect relationships and asking how these concepts influence each other to understand what bridges these concepts, with a holistic view showing direct and indirect effects of the related concepts which have not been studied in the literature previously. Additionally, a multi-dimensional scale used for MV, CBB and CDPPB enables analyzing the role of these variables not as a whole, but through their components, so that it could be possible to reveal which of the dimensions are significant for the said relationship.

2. Literature Review

This section includes a literature review of the concepts of MV, the theory of cognitive dissonance (CD), CBB, and CDPPB.

2.1. The Materialist Values

The word “materialism” originates from the philosophical conceptualization that refers to the fact that there is nothing but the material and its movement (Scott, 2009; Micken & Roberts, 1999). Materialism is related to the desire of individuals

to identify themselves by owning material possessions (Kuanr et al., 2020). In common use, this word expresses the belief that material objects are important and valuable. Therefore, a materialist person is one who values material objects from a psychological perspective rather than a sociological one; the materialist culture is one in which most people highly value material objects (Larsen et al., 1999).

On the other hand, Richins and Dawson (1992) considered materialism as a personal values system that places it among the major personal goals that determine one's lifestyle. The material values have been conceptualized by discussing the three dimensions, success, centrality, and happiness. Success reflects using possessions to judge one's own and the other's success. This sub-dimension is associated with the role possessions play as proof of success. Possessions define success, symbolize achievements, and reflect the desired appearance. Possessions are essential for the satisfaction of life, welfare, and happiness. Centrality defines the different levels of importance the possessions have in one's life. Possessions are the focus of the life of the people who highly value this sub-dimension. For materialists, possessions and owning them are at the centre of life; they make their life meaningful and provide a foundation for them. Happiness means being satisfied with life through possession. It means that possessions are crucial for the prosperity and satisfaction of life of a materialist consumer. It defines the belief that the right possessions give prosperity, and one gets happier if they have more or more quality possessions (Hofmeister & Neulinger, 2012; Richins, 2004). This approach considers materialists as individuals who value their possessions and properties and enjoy the conspicuous consumption of the possessions, they can show off to others to gain social appreciation/reputation (Richins, 1994).

There are significant studies on the relationship between materialism and buying behavior. Materialist beliefs affect the buying behavior in terms of the kind and quantity of the goods purchased (Richins & Dawson, 1992). The further findings confirm that overly materialistic people have more positive attitudes towards shopping (Goldsmith et al., 2012) and behaviors related to shopping such as using credit cards (Pinto et al., 2001). According to Watson's 2003 study, individuals who hold MV tend to view themselves as people who spend more money and possess a deeper understanding of the things they purchase. According to a study by Fitzmaurice and Comegys (2006), highly materialistic people spend more time and money shopping than average people. Türkmen and Erten (2020) revealed that materialism increases status and hedonic consumption and has essential contributions to the development of the current consumption culture. The subject of consumers' materialistic ideals and their inclination to view the possession of items as imperative for achieving their goals continues to be a topic of debate in numerous countries (Atanasova & Eckhardt, 2021).

Many studies revealed that there is a relationship between consumers with MV and IB. Based on the studies of Richins and Dawson (1992), Parboteeah (2005) emphasized that the tendency to materialism means that individuals use buying

goods as a strategy for reducing the perception of the true self and the perfect self and tend to be more impulsive. According to the results of the Podoshen & Andrzejewski (2012) study, impulse buying and brand loyalty may play a role in materialistic tendencies. In addition, their study supports the belief that there is a link between materialism and impulse buying. Vohra (2016)'s qualitative study revealed that several factors affect materialism, IB, and conspicuous consumption. This study concluded that there are common factors such as globalization, culture, demography, social status, and fashion that affect these three consumer behavior characteristics. Tokgöz's (2018) study revealed the relationship among the sub-dimensions of MV, material acquisition, success, and happiness as well as status consumption and IB. According to a study by Cuandra & Kelvin (2021), the variables of materialism, use of credit cards and IB have a significant effect on compulsive buying. Thus, the following hypotheses have been developed for this study:

H₁: The success sub-dimension significantly affects the sub-dimensions of CBB.

H_{1a}: The success significantly affects the rational buying.

H_{1b}: The success significantly affects the irrational buying.

H₂: The centrality sub-dimension significantly affects the sub-dimensions of CBB.

H_{2a}: The centrality significantly affects the rational buying.

H_{2b}: The centrality significantly affects the irrational buying.

H₃: The happiness sub-dimension significantly affects the sub-dimensions of CBB.

H_{3a}: The happiness significantly affects the rational buying.

H_{3b}: The happiness significantly affects the irrational buying.

H₄: The success sub-dimension significantly affects the sub-dimensions of CDPPB.

H_{4a}: The success significantly affects the sentimentality.

H_{4b}: The success significantly affects the wisdom of buying.

H_{4c}: The success significantly affects the concerns of the agreement.

H₅: The centrality sub-dimension significantly affects the sub-dimensions of CDPPB.

H_{5a}: The centrality significantly affects the sentimentality.

H_{5b}: The centrality significantly affects the wisdom of buying.

H_{5c}: The centrality significantly affects the concerns of the agreement.

H₆: The happiness sub-dimension significantly affects the sub-dimensions of CDPPB.

H_{6a}: The happiness significantly affects the sentimentality.

H_{6b}: The happiness significantly affects the wisdom of buying.

H_{6c}: The happiness significantly affects the concerns of the agreement.

2.2. The Theory of Cognitive Dissonance

In the CD theory, Festinger (1957) viewed the world from the individual's perspective. Cognitive consistency is represented in the individual's mind in the theory of dissonance. Considering mental life as a set of cognitive representations was quite different from the mainstream views of the 1950s. People's views of their social world, evaluations of friends, opinions about the world and observations on both their behaviors and the behaviors of others were for the first time commonly visible at that period. Everything was the cognitive reflections in the mind. Moreover, some of those cognitive reflections were related, and the CD theory was born at that point (Taylor et al., 2012).

According to the theory, decision-making is a concerning action. A person who must choose from various alternatives faces a conflict caused by the obligation to reject all the other alternatives. Generally, each alternative substantially has its positive and negative aspects. According to the assumptions, the evaluation of the relatively positive and negative aspects of these characteristics in any product by the consumer comes prior to deciding on an object and rejecting all the other alternatives. However, people cannot always rationalize or define the dissonances to themselves. Due to several reasons, the consistency effort may fail. In this case, the negativity does not disappear. Psychological problems occur under conditions that include dissonance. Psychologists mention a situation that is close to regret as "post-decision cognitive dissonance". This situation occurs with the realization of one or more reasons from the causes that indicate the necessity of a particular decision to be made. Anticipation of post-decision CD leads the individual to take measures to prevent or minimize its impact (Kaish, 1967; Festinger, 1957).

2.3. Cognitive Buying Behavior

There has been a reviving interest in evaluating IBB from a cognitive perspective. IB, which is a common and distinct lifestyle characteristic of consumers, has been discussed often in the research on marketing and particularly consumer behaviors. IB is defined as buying a product or service spontaneously with a decision made right before buying, without planning. IBB frequently results from an impulse triggered by an object and often brings feelings of excitement and pleasure and a strong impulse to buy (Sharma et al., 2015; Silvera et al., 2008). While utilitarian considerations largely shape planned and habitual purchases, impulse purchases are characterised by high-arousal emotions and hedonic motives (Chen et al., 2020; Chen et al., 2019).

With the gradually increasing service alternatives, the cognitive dimension in IB has become dominant for consumers. In this context, the cognitive dimension is

divided into two groups rational (planned buying) and irrational (disregard the future and unplanned buying) for consumers. Rational buying is the consumers' buying a required product or service based on their material resources by paying attention if the preferred product or service has some qualities such as fair price, the desired quality, and the desired appearance and if it is eco-friendly or not (Çakır, 2017). However, irrational buying is defined as the consumer experiences that often come out as a spontaneous, strong, and continuous desire to buy, when someone suddenly wants to buy something (Rook, 1987).

IBB can be quite cognitively complex. This is because not all instances of IB are accompanied by diminished cognition or an unpredictable emotion. Probably, during some IB situations, the buyer thinks for a longer time. When consumers feel this emotion, they engage in an effective internal dialogue about costs and benefits to overcome their impulse to buy. Some impulsive buyers associate their behavior with situational factors such as special offers and a smiling salesperson to justify their behavior. Other impulsive buyers associate their behavior with personal factors, such as treating themselves and their mood. This rational buying process makes IB cognitively complex (Youn, 2000). Rook and Gardner (1993), in their study on the relationship between mood and IB, support this by considering IB as a general term that includes different levels of rational and irrational behavior.

The impulse to buy arises as a result of unplanned buying and not thinking about the future, which constitutes irrational buying behavior and keeps cognitive appraisal at a low level. In behavioral attitudes towards the characteristics of impulsivity, impulsivity is defined as the preference for small rewards that can be obtained immediately rather than larger rewards that will take some time to obtain (Ainslie, 1975; Navarick, 1987). Navarick (1987) argues that the present value of an outcome that will be obtained later is impulsive behavior that results from the preference for the current option over the option that will be obtained later. Definitions emphasizing not thinking about the future, spending carelessly, or spending without a plan reveal the irrationality feature of IB (Youn, 2000; Hoch & Loewenstein, 1991).

When the studies on IB are reviewed; Sarwar et al. (2023) aimed to examine the fundamental cognitive aspects of IBB and post-purchase dissonance in an online context. The results of this research show that cognitive aspects outpace IB, leading to post-purchase dissonance. Empirical findings on the IBB and purchase regret provide several important implications, including developing marketing strategies and policies to evoke intentions to balance IB behavior, consumer novelty, and post-purchase dissonance. Karahan and Şahin (2020) studied the role of the store atmosphere (scent, light, sales team, music, and display window) and the tendency of IB as well as the effects of IBB on the CDPPB. According to the results of this research, from the store atmosphere elements, the display window design and music affect IBB, while the other three elements do not have any effect on it. Additionally, it was concluded that IBB affects CDPPB. Komşu and Akboz

(2019) conducted research to understand the rational and irrational behaviors of consumers in online shopping. In this research, the consumers showed more tendency to rational buying in the online environment. On the other hand, it was concluded that consumers behave irrationally while buying branded products. When it comes to fashion, they both behave rationally and irrationally and when there is a promotion, a discount, etc., they behave rationally based on the cost. Ülker et al. (2019) observed that when individuals can reach the product/brand easily and quickly when the price is affordable, the product/brand is fashionable and easy payment methods are available, the consumers have an intrinsic satisfaction following their rational shopping. Generally, it is estimated that consumers will have intrinsic satisfaction because of rational buying processes. Thus, in the scope of the related research, the following hypotheses have been developed:

H₇: The rational buying behavior sub-dimension significantly affects the sub-dimensions of CDPPB.

H_{7a}: The rational buying behavior significantly affects the sentimentality.

H_{7b}: The rational buying behavior significantly affects the wisdom of buying.

H_{7c}: The rational buying behavior significantly affects the concerns of the agreement.

H₈: The irrational buying behavior sub-dimension significantly affects the sub-dimensions of CDPPB.

H_{8a}: The irrational buying behavior significantly affects the sentimentality.

H_{8b}: The irrational buying behavior significantly affects the wisdom of buying.

H_{8c}: The irrational buying behavior significantly affects the concerns of the agreement.

2.4. Cognitive Dissonance Post-Purchase Behavior

Regardless of the value of the purchase experience, a negative experience, such as limitations in the usage of the product or service or the perception that they do not meet the expected benefits, results in CD, leading to a decrease in IBB. On the other hand, a positive experience following the purchase consolidates IB (Spiteri Cornish, 2020).

Today, dissonance is generally perceived as a psychologically disturbing nervousness. In more general terms, the expression of psychological discomfort due to an encouraged inconsistency will be more suitable for the context as the combining element here is that the dissonance starts with an insignificant concern and increases throughout the final decision to purchase. Moreover, this concern is closely related to the events that have not occurred yet and to the familiar psychological structure of evaluating future events (Oliver, 2014).

There is one “sentimentality” dimension and two cognitive dimensions, “wisdom of buying” and “concern on agreement”, of CDPPB. Sweeney et al. (2000)’s research defines the cognitive dimension as the individuals’ realization that their beliefs are dissonant after the buying process and the sentimentality dimension as the psychological discomfort felt after the buying decision. Wisdom of buying, which is one of the cognitive dimensions, is defined as ‘an individual’s realization that they did not need the product or did not prefer the right product after the purchase’. Concern on agreement, which is the other cognitive dimension, reflects ‘an individual’s realization that they may have been manipulated by the salesperson contrary to their own beliefs, after the purchase’. This last dimension expresses a potential CD due to consumers changing their attitude with the influence of a salesperson (Sweeney et al., 2000).

When the studies in the literature are reviewed; The study of Saleem et al. (2012) proposed and experimentally proved the effect of demand for the product, hedonic consumption tendencies and IB tendencies on CD. It was discovered that while the hedonic consumption tendencies do not affect the estimation of CD, the demand for products and IB do. The study of Hasan and Nasreen (2014) analyzed the factors that lead to post-purchase dissonance among consumers. They found that IB causes more dissonance than rational buying. Consumers tend to be more particular about rational buying processes and feel less dissonance as they spend time on them. Demirgüneş and Avcılar (2017) studied whether CD affects customers' external information search and, as a result, their complaints and change of intention. They concluded that when consumers experience sentimental and logical contradictions after purchasing smartphones, they feel compelled to seek information from outside sources, such as friends and other stores, and this behavior of seeking information leads to negative consumer responses such as complaints and changes in intention. Taşar and Dedeoğlu (2019) study looked at the key characteristics that create CD: IBB, psychological uneasiness, sales promotions and discounts, emotional mood, views of others, and hesitation. They determined that IBB, other people's opinions, and sales promotions and discounts generate CD.

Additionally, Akbar et al. (2020) carried out a study to examine the impact of sales promotion and emotional brand loyalty on CDPPB while considering the mediating function of IBB better to understand the psychological state of customers following their purchase. The statistical results of this study demonstrate that sales marketing significantly reduces CDPPB and IBB. Additionally, the findings show that emotional brand attachment has a detrimental impact on impulsive purchasing but a significantly beneficial impact on CD following a purchase. Meanwhile, linkages between sales promotion, emotional brand attachment, and CDPPB are all potentially mediated by IBB. In the scope of these studies that are included in the literature, the following hypotheses have been developed:

H₉: The success sub-dimension significantly affects the sub-dimension of CDPPB through rational buying behavior.

H_{9a}: The success significantly affects the sentimentality through rational buying behavior.

H_{9b}: The success significantly affects the wisdom of buying through rational buying behavior.

H_{9c}: The success significantly affects the concerns on agreement through rational buying behavior.

H₁₀: The centrality sub-dimension significantly affects the sub-dimension of CDPPB through rational buying behavior.

H_{10a}: The centrality significantly affects the sentimentality through rational buying behavior.

H_{10b}: The centrality significantly affects the wisdom of buying through rational buying behavior.

H_{10c}: The centrality significantly affects the concerns on agreement through rational buying behavior.

H₁₁: The happiness sub-dimension significantly affects the sub-dimensions of the CDPPB through rational buying behavior.

H_{11a}: The happiness significantly affects the sentimentality through rational buying behavior.

H_{11b}: The happiness significantly affects the wisdom of buying through rational buying behavior.

H_{11c}: The happiness significantly affects the concerns on agreement through rational buying behavior.

H₁₂: The success sub-dimension significantly affects the sub-dimensions of the CDPPB through irrational buying behavior.

H_{12a}: The success significantly affects the sentimentality through irrational buying behavior.

H_{12b}: The success significantly affects the wisdom of buying through irrational buying behavior.

H_{12c}: The success significantly affects the concern on agreement through irrational buying behavior.

H₁₃: The centrality sub-dimension significantly affects the sub-dimensions of the CDPPB through irrational buying behavior.

H_{13a} : The centrality significantly affects the sentimentality through irrational buying behavior.

H_{13b} : The centrality significantly affects the wisdom of buying through irrational buying behavior.

H_{13c} : The centrality significantly affects the concerns on agreement through irrational buying behavior.

H_{14} : The happiness sub-dimension significantly affects the sub-dimensions of the through irrational buying behavior.

H_{14a} : The happiness significantly affects the sentimentality through irrational buying behavior.

H_{14b} : The happiness significantly affects the wisdom of buying through irrational buying behavior.

H_{14c} : The happiness significantly affects the concerns on agreement through irrational buying behavior.

3. Method

This section covers the model, variables, sample, and data-collecting method of the research.

3.1. Model and Variables of the Research

The model that assesses the relationship between MV, CBB and CDPPB is as follows:

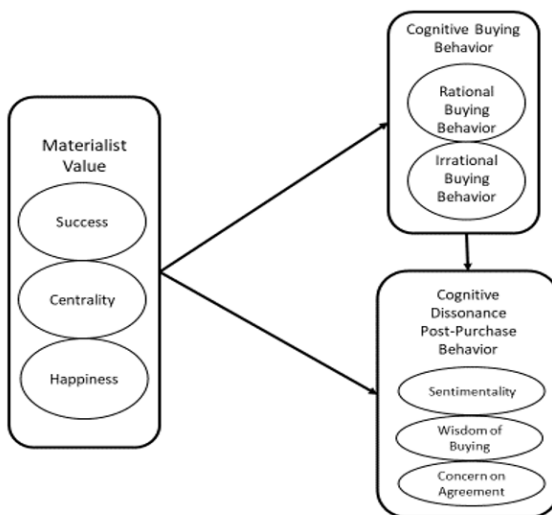


Figure 1. Model of the Research

3.2. The Sample and Data Collection Method of the Research

The research population consisted of the ultimate consumers who shopped for clothes. For the present research, a face-to-face questionnaire was conducted with 1034 consumers in Kırklareli, Edirne and Tekirdağ, Turkey. The participants were reached through convenience sampling, a non-random sampling method. The research was unanimously decided by the Trakya University Social and Human Sciences Research Ethics Committee with decision number 2019.05.12 on May 22, 2019, that there is no objection in terms of ethical scientific standards.

In the research, the “MV Scale” of Richins and Dawson (1992), the “CBB Scale” of Youn (2000) and the “CDPPB Scale” of Sweeney et al. (2000) were used. The original versions of these scales were examined, their validity and reliability were tested, and their applicability was checked before conducted in this study (Yılmaztürk & Akyol, 2020; Yılmaztürk et al., 2019).

The questionnaire consists of four sections and 50 questions that cover various aspects of consumer behavior, including demographic characteristics, MV (success, centrality, happiness), CBB (rational and irrational buying behavior), and CDPPB (sentimentality, wisdom of buying, concern on agreement). The Likert Scale from 1 to 7 has been used to rate the questions, which is a commonly used method in research. The final data analysis has been conducted using AMOS 24 statistics software and Structural Equation Modeling (SEM).

4. Findings

The analysis of the research data involved the use of AMOS 24 and SPSS 22.0. Descriptive statistics were applied to display the demographic traits of the participants. Exploratory factor analysis was conducted to establish the research's scales, and Cronbach's alpha reliability coefficients were determined for the sub-dimensions derived from the exploratory factor analysis. A confirmatory factor analysis was then carried out using SEM to scrutinize how MV affected CBB, CDPPB, and the intermediate function of CBB. We calculated the Average Variance Extracted (AVE) and Composite Reliability (CR) values to indicate the ability to construct a model using the implicit (latent) variables obtained from the scales, and we found that discriminant validity and convergent validity were established.

4.1. The Findings on the Demographic and Socio-Economic Characteristics of the Research Sample

The data collected from the research indicates that the participants were a diverse group in terms of gender, age, marital status, education, occupation, and geographic location. Interestingly, the distribution of participants was almost balanced between males and females, with males at 52.6% and females

at 47.4%. The largest age group was 29–39, making up 46.9% of the total participants. Most participants reported being married, and the highest educational attainment was a bachelor's degree. Healthcare professionals had the highest representation in the occupational groupings, making up 23.8% of all participants. The highest percentage of participants came from Kırklareli, followed by Edirne and Tekirdağ. Almost half of the participants had a monthly income distribution of 3501 to 5000 TL. The demographic characteristics of the sample are presented in Table 1 below.

Table 1. Demographic Characteristics of Sample.

		n	%
Gender	Female	490	47.4%
	Male	544	52.6%
Age	18-28	267	25.8%
	29-39	485	46.9%
	40-50	222	21.5%
Marital Status	51 ve üstü	60	5.8%
	Married	689	66.6%
	Single	345	33.4%
Education	Primary Education	25	2.4%
	High School	157	15.2%
	Vocational School (2 years)	200	19.3%
	Bachelor's Degree	509	49.2%
	Master's Degree	109	10.5%
City of Residence	PhD or more	34	3.3%
	Edirne	304	29.4%
	Kırklareli	486	47.0%
	Tekirdağ	244	23.6%
	0-2021 TL	32	3.1%
Monthly Personal Income	2022-3500 TL	205	19.8%
	3501-5000 TL	497	48.1%
	5001-6500 TL	196	19.0%
	6501 TL or more	104	10.1%

4.2. Cronbach's Alpha Reliability and Exploratory Factor Analysis

The MV, the reliability of the CBB and CDPPB scales, and the statistical values of the exploratory factor analysis are shown in the tables below.

Table 2. Table of MV, The Reliability of CBB and CDPPB Scales and The Statistical Values of the Exploratory Factor Analysis

Dimension	Items	Factor Load	Exploratory Level of Factors	Reliability Cronbach's Alpha
Success (S)	S1	.726		.729
	S2	.697	%17.775	
	S5	.517		
Centrality (C)	C5	.740		.750
	C6	.666	%17.477	
	H4	.691		
Happiness (H)	H2	.582		.705
	H5	.552	%17.243	
MV Total*			%52.496	.734
Rational Buying Behavior (RABB)	RBB4	.853		.895
	RBB5	.825		
	RABB2	.818	%35.410	
	RABB3	.801		
	RABB1	.789		
Irrational Buying Behavior (IRBB)	IRBB4	.809		.816
	IRBB3	.787		
	IRBB 5	.773	%29.873	
	IRBB 2	.714		
	IRBB 1	.626		
CBB Total**			%65.287	.905
Sentimentality (SE)	SE6	.814		.950
	SE 1	.797		
	SE 10	.796		
	SE 2	.791		
	SE 7	.786		
	SE 11	.782		
	SE 13	.772		
	SE 9	.771	%40.145	
	SE 14	.771		
	SE 8	.766		
	SE 3	.762		
	SE 4	.740		
	SE 5	.726		
	SE 12	.706		
Wisdom of Buying (WB)	WB 3	.891		.931
	WB 2	.887		
	WB 4	.866	%18.531	
	WB 1	.857		
	CA 2	.789		
Concern on Agreement (CA)	CA 3	.677	%9.725	.839
	CA 1	.651		
CDPPB Total***			%68.400	.926

*KMO:0.841 Bartlett's test $p < 0.00$, ** KMO:0.885 Bartlett's test $p < 0.01$, *** KMO:0.936 Bartlett's Test $p < 0.00$

As a result of the exploratory factor analysis of the scales, the MV scale consisted of eight items and three sub-dimensions, and the total reliability coefficient of the scale was found to be "quite reliable" (.734). No items were eliminated from the CBB scale, and the total reliability value of the scale was revealed as (.905) "high reliability". In the CDPPB scale, the analysis was finalized with twenty items and three dimensions, and the total reliability value of the scale was found to be (.926), at the level of "high reliability".

4.3. Confirmatory Factor Analysis

This section presents the results of the confirmatory factor analysis of the measurement model calculated by performing the collective factor analysis of the sub-dimensions of the MV scale, the CBB scale and the CDPPB scale, which were measured as latent variables.

As the result of the test of our measurement model was χ^2 (1972.765) and χ^2/df (2.982), the confirmatory factor analysis of the measurement model is valid for our sample. As the model fit indices were GFI (.890), CFI (.942), SRMR (.0425), and RMSEA (.049) and were found to be within the acceptance limits, the confirmatory factor analysis of the measurement model is valid. The detailed parameters of the confirmatory factor analysis are as follows:

Table 3. Table of Measurement Model Confirmatory Factor Analysis

Name of Dimension	Dimension	Item	Estimate	Std Estimate	C.R.	P
S	S	→ S1	1.000	.708		
	S	→ S2	.882	.609	18.672	***
	S	→ S5	.997	.646	15.881	***
C	C	→ C5	1.000	.702		
	C	→ C6	1.261	.852	19.506	***
H	H	→ H2	.618	.569	16.400	***
	H	→ H4	1.000	.878		
	H	→ H5	.554	.542	15.674	***
RABB	RABB	→ RABB1	.776	.621	20.543	***
	RABB	→ RABB2	.893	.736	25.642	***
	RABB	→ RABB3	1.000	.809	29.375	***
	RABB	→ RABB4	.990	.864	32.328	***
	RABB	→ RABB5	1.000	.841		

Name of Dimension	Dimension	Item	Estimate	Std Estimate	C.R.	P
IRBB	IRBB	→ IRBB2	1.000	.694	22.801	***
	IRBB	→ IRBB 3	1.035	.680	22.213	***
	IRBB	→ IRBB 4	1.155	.793	26.960	***
	IRBB	→ IRBB 5	1.000	.795		
	IRBB	→ IRBB 1	.789	.573	18.76	***
SE	SE	→ SE1	.870	.761	28.282	***
	SE	→ SE2	.855	.768	28.689	***
	SE	→ SE3	.967	.756	28.065	***
	SE	→ SE4	.737	.740	27.229	***
	SE	→ SE5	.821	.737	26.977	***
	SE	→ SE6	1.000	.824		
	SE	→ SE7	.934	.777	29.135	***
	SE	→ SE8	.914	.769	28.630	***
	SE	→ SE9	.909	.748	27.606	***
	SE	→ SE10	.753	.775	28.992	***
	SE	→ SE11	.630	.745	27.411	***
	SE	→ SE12	.619	.685	22.554	***
	SE	→ SE13	.841	.763	28.369	***
	SE	→ SE14	.917	.746	27.492	***
WB	WB	→ WB1	.856	.775	33.220	***
	WB	→ WB2	.902	.845	39.803	***
	WB	→ WB3	.972	.924	48.747	***
	WB	→ WB4	1.000	.924		
CA	CA	→ CA1	.998	.811	26.263	***
	CA	→ CA2	.893	.782	25.355	***
	CA	→ CA3	1.000	.797		

***p<0.001 **p<0.01 *p<0.05 C.R: critical value of the table P: probability value of the test

4.4. Convergent and Discriminant Validity

The condition for convergent validity was met given that the average variance explained values were ($AVE > 0.40$). The table includes the square roots of the AVE values, which were calculated to test discriminant validity, in parentheses. Since these values were found to be bigger than the correlation coefficients in the same column, discriminant validity criteria were provided for each dimension (Fornell & Larcker, 1981).

Table 4. The Correlation, Reliability and Discriminant Validity Values of the Scales Used in the Research

Scale	DMS	AA	SS	S	C	H	RABB	IRBB	SE	WB	CA
MV	S	3.13	1.58	(.654)							
	C	3.94	1.83	.526**	(.784)						
	H	4.26	1.58	.476**	.488**	(.693)					
CBB	RABB	4.97	1.51	-.148**	-.197**	-.081**	(.777)				
	IRBB	2.63	1.41	.361**	.379**	.334**	-.444**	(.707)			
CDP-PB	SE	1.98	1.14	.205**	.058	.112**	-.100**	.243**	(.742)		
	WB	4.28	1.90	.160**	.070*	.137**	.271**	-.053	.232**	(.880)	
	CA	3.45	1.79	.111**	.006	.133**	.196**	.017	.350**	.611**	(.843)
Cronbach's Alpha				.602	.750	.705	.895	.816	.950	.931	.839
CR (Composite Reliability)				.703	.762	.726	.883	.830	.971	.932	.881
AVE (Average Variance Explained)				.429	.616	.481	.604	.500	.552	.776	.712

***p<0.001 **p<0.01 *p<0.05 DMS: Dimension AA: Arithmetic Average SD: Standard Deviation CR: Composite Reliability Alpha: Cronbach's Alpha AVE: Average Variance Explained

4.5. Structural Equation Model Analysis

The research model was tested using path analysis with observed variables using AMOS 24.0 software. The significance test of the mediating effects in the model was examined using bootstrapping (95% confidence, with a minimum of 2000 resampling methods) (Preacher & Hayes, 2008). In the path analysis model with implicit variables, the model value was x2 (2033.2) as the calculated probability value (P<0.05), and the model was statistically significant. The values of the model's goodness of fit indices, GFI (.867), CFI (.947), SRMR (.0713), and RMSEA (.0591), were found to be within the acceptance limits, and therefore the model was found to be valid. The detailed values of the model parameters are presented in Tables 5 and 6.

Table 5. The Direct * Effects Obtained from the Path Analysis Model with Latent (Implicit) Variables

Item	Effect	Dimension	Estimate	Std Estimate	C.R.	P	Hypotheses (Accept -Reject)
S	→	RABB	-1.355	-.554	-7.971	***	Accept
S	→	IRBB	1.708	.866	8.966	***	Accept
S	→	SE	2.068	.950	5.021	***	Accept
S	→	WB	5.236	1.645	5.308	***	Accept

S	→	CA	6.108	2.170	5.200	***	Accept
C	→	RABB	-.316	-.278	-4.495	***	Accept
C	→	IRBB	.237	.258	4.291	***	Accept
C	→	SE	.075	.074	.832	.406	Reject
C	→	WB	.645	.436	3.310	***	Accept
C	→	CA	.497	.380	2.315	.021*	Accept
H	→	RABB	.145	.180	2.966	.003*	Accept
H	→	IRBB	.013	.020	.343	.731	Reject
H	→	SE	.055	.076	1.040	.298	Reject
H	→	WB	.103	.098	.928	.353	Reject
H	→	CA	.125	.135	1.048	.295	Reject
RABB	→	WB	.724	.556	7.585	***	Accept
RABB	→	CA	.661	.574	6.380	***	Accept
RABB	→	DE	.156	.176	3.214	.001**	Accept
IRBB	→	WB	-2.219	-1.376	-4.092	***	Accept
IRBB	→	CA	-2.445	-1.714	-3.831	***	Accept
IRBB	→	DE	-.539	-.488	-2.416	.016*	Accept

***p<0.001 **p<0.01 *p<0.05 C.R: Critical value of the table P: Probability Value of the test

Table 6. The Direct and Indirect Effect Values Between the Independent and Dependent Variables¹

Hypotheses	Direct Effect	Direct Effect (P)	Indirect Effect	Indirect Effect (P)	Hypothesis (Accept-Reject)
S→RABB→SE	.950	***	-.212	.002**	Accept (Partial M)
S→RABB→WB	1.645	***	-.981	.001**	Accept (Partial M)
S→RABB→CA	2.170	***	-.896	.001**	Accept (Partial M)
S→IRBB→SE	.950	***	-.921	.004**	Accept (Partial M)
S→IRBB→WB	1.645	***	-3.791	.001**	Accept (Partial M)
S→IRBB→CA	2.170	***	-4.177	.001**	Accept (Partial M)
C→RABB→SE	.074	.832	.170	.004**	Accept (Full M)
C→RABB→WB	.436	***	-.229	.001**	Accept (Partial M)
C→RABB→CA	.380	.021*	-.209	.001**	Accept (Partial M)
C→IRBB→SE	.074	.832	-.128	.003**	Accept (Full M)
C→IRBB→WB	.436	***	-.526	.001**	Accept (Partial M)
C→IRBB→CA	.380	.021*	-.579	.001**	Accept (Partial M)

H → RABB → SE	.076	.298	.093	.005**	Accept (Full M)
H → RABB → WB	.098	.353	.105	.005**	Accept (Full M)
H → RABB → CA	.135	.295	.096	.004**	Accept (Full M)
H → IRBB → SE	.076	.298	-.007	.625	Reject (Not M)
H → IRBB → WB	.098	.353	-.029	.728	Reject (Not M)
H → IRBB → CA	.135	.295	-.032	.702	Reject (Not M)

***p<0.001 **p<0.01 *p<0.05 Full M: Full mediator Partial M: Partial Mediator 1: The coefficients that are obtained through the bootstrap method (n=2000) are present.

According to the analysis results obtained from the model, centrality, a sub-dimension of MV, does not directly affect emotionality, a sub-dimension of CDPPB. Happiness, another sub-dimension of MV, does not directly affect sub-dimensions such as irrational buying behavior, emotionality, purchasing wisdom, and deal anxiety. It has not been observed that the happiness dimension indirectly affects CDPPB through irrational buying behavior. This shows that the success and centrality variables that constitute MV are more effective with consumers. In addition, it was concluded that MV and rational buying behavior affect CDPPB. In addition, it has been determined that rational buying behavior, a sub-dimension of CBB, plays a mediating role between MV and CDPPB. However, it was observed that irrational buying behavior, another sub-dimension of CBB, did not mediate between the happiness variable and CDPPB, one of the sub-dimensions of MV.

5. Conclusion and Discussion

5.1. Research Findings and Conceptual Contribution

The study aims to investigate how MV impact CBB and CDPPB. Furthermore, the study also explores the relationship between CBB and CDPPB, as well as the effect of MV on CDPPB through CBB. The findings of the study show that the model is supported and can be effectively applied to the clothing sector in Turkey.

Although there is research on materialism, studies on MV and CDPPB are scarce. This research sheds light on the different effects of MV between consumers' CBB and CDPPB from the perspective of CD theory. In addition, studies in which IBB is considered a mediating variable are limited; in our model in this study, CBB is included as a mediating variable.

The test results of the research hypotheses also reveal significant findings. Based on the model in the study, MV, which attach more importance to material goods than spiritual, cultural, or intellectual values, were observed to have essential and influential roles in CBB, reflecting consumers' willpower or self-control. This study contributes to the existing literature by analyzing materialist value, CBB

and CDPPB from a holistic perspective and showing all the direct and indirect effects. The findings of the study support an effort to understand how the mechanism among these factors operates, which can be summarized as follows:

5.1.1. Effect on Cognitive Buying Behavior

According to the results of the structural equation modelling, the rational buying behavior of consumers who value the use of possessions and consider goods as the centre of their life while judging their own success and the success of others decreases. Moreover, consumers who consider possessions as success and highly value possessions are tender to buy impulsively. In addition, the more important the possessions of a consumer are important for their life and prosperity, the more the consumer values cognitive evaluation. The life satisfaction of a consumer does not have an effective role in affecting their behavior of IB without considering the future. According to these results, the MV, which attaches more importance to material goods than spiritual, cultural, or intellectual values, was observed to have important and effective roles in the CBB, which reflects the willpower or self-control of consumers. Vohra (2016)'s qualitative study revealed that several factors affect materialism, IB, and conspicuous consumption. This research concluded that there are common factors such as globalization, culture, demography, social status, and fashion that affect these three consumer behavior characteristics. Different from that research, the present research contributes to the literature with its quantitative research characteristics. The research of Tokgöz (2018) revealed the relationship between material acquisition, success, and happiness, which are the sub-dimensions of MV, status consumption and IB. This research demonstrated that MV have a positive and direct effect on status consumption and IB and status consumption has a regulatory impact on MV and IBB. It is also claimed that IB motivations and behaviors are caused by MV (Dittmar & Bond, 2010; Dittmar et al., 2007).

5.1.2. Effects on Cognitive Dissonance Post-Purchase Behavior

Another subject of the present research was if each of the sub-dimensions of the MV variable affects sentimentality, the wisdom of buying and concern about agreement, which are the sub-dimensions of the CDPPB variable. According to the findings of the research, the fact that consumers associate possession with success and care too much about possessions leads to an increase in psychological problems after the decision of buying, questioning the necessity of buying and the reasonableness of the product chosen among the other alternatives and questioning if they were influenced and convinced by the salesperson while taking the decision of buying. In a nutshell, associating possession with its role as a proof of success increases the CDPPB of the consumer's experience. Additionally, the more critical a consumer's goods are to their happiness and well-being, the more they doubt the necessity of such large purchases and wonder if the deal is flawed. However, it was observed that a materialist consumer's

value of their possessions for their prosperity and satisfaction in life does not lead to CDPPB.

Joung (2013) examined the post-purchase behaviors of materialist consumers regarding clothing purchases, shopping addiction, environmental attitudes, overstocking, disposal, and participation in recycling. Materialistic consumers are preoccupied with acquiring stuff, and they frequently indulge themselves. Clothing is a means of self-expression, and materialistic customers are very interested in it as a symbol of success and social standing. As expected, materialistic consumers purchase more clothing items and exhibit higher levels of shopping addiction than non-materialistic consumers. Also, although almost all clothing waste is recyclable, this study shows that both consumer groups are less likely to participate in recycling.

Demirağ and Çavuşoğlu (2020) conducted research on the dissonance of consumers after buying themselves presents. This research concluded that the hedonic shopping characteristics have a significant positive effect on the motivations for treating oneself with prizes and celebration and significantly have a positive effect on the post-purchase dissonance that encourages the behavior of treating oneself. The CD experienced by consumers following their buying behavior has lately been an important issue because of the concern that it will lose customers to businesses. The cognitive contradictions consumers experience in their inner and outer worlds lead them to question this situation. When consumers who must choose from alternative products cannot experience the benefit or performance they expected after buying the product that attracted them, their regret about not buying the other product triggers CD (Elüstün, 2020).

Additionally, the present research investigated the effects of the CBB variable's sub-dimensions on the CDPPB variable. According to the results, the more rational buying tendencies the consumers have, the higher their psychological discomfort, concern, and level of questioning their decisions after buying are. After making a purchase, a consumer who underwent a thorough cognitive evaluation experiences higher CD. Consumers who buy impulsively without considering the future also experience less psychological discomfort, worry, and a tendency to question their purchase decision. The IB tendency, caused by caring less about the future and low cognitive effort, leads to lower CDPPB.

Taşar and Dedeoğlu (2019) analyzed IB, psychological nervousness, sales promotions and discounts, emotional mood, the opinions of other people, and indecision as the primary variables that cause CD in their research. They found that IB, other people's opinions, and sales promotions and discounts are the primary reasons that cause CD. They discovered that unplanned purchases, peripheral vision, sales promotions, and discounts cause CD. The similarity of these two studies is that IB without considering the future causes CDPPB.

5.1.3. Effects of Materialist Values on Cognitive Dissonance Post-Purchase Behavior through Cognitive Buying Behavior

The present research investigated the effects of MV on CDPPB through CBB. According to the analysis results, consumers who value the use of possessions to evaluate their success and the success of others will have less CDPPB after their rational or irrational buying behaviors. The research in which Robers and Pirog (2012) investigated the effect of materialism and impulsivity on mobile phone and messaging addiction revealed that they cause addiction to mobile phones and instant messaging applications on personal computers. This research mainly focuses on impulsivity as a mediating variable in explaining addictions.

5.2. Limitations of the Study and Recommendations for Future Research

The research was limited to the consumers who shopped for clothing in Kırklareli, Edirne and Tekirdağ provinces of the Thrace region of Turkey. In addition, the data were collected through the convenience sampling method and the research was conducted in Turkey limits the possibility of generalizing the results. This study was conducted cross-sectional between October 1, 2020, and December 31, 2020. Finally, the research is limited to the questions in the questionnaire and the answers given by the consumers. The results and generalizations that are reached through the findings are valid for the sample of this study.

The present scale can be used in different countries and sectors. Data can be obtained at different time intervals, and a longitudinal study can be conducted. In addition, this study may yield different results when supported with qualitative data. Again, the experimental method can be used.

Future research will significantly contribute to the marketing literature by exploring how CDPPB, IB and MV relate to goods and services in different industries in the context of customer behavior in traditional and online shopping environments. In addition, it will significantly contribute to the research on investigating the regulatory and intermediary roles of the factors which may affect those relationships, such as personality, identity, culture, lifestyle, social class, brand loyalty, brand awareness, being fashionable, the hedonic and compulsive buying tendencies and MV.

5.3. Managerial Implications

Encouraging IB in an increasingly competitive business environment is an effective marketing strategy and is one of the most critical determinants of companies' sales revenues, particularly in the retail and e-commerce sectors (Parboteeah et al., 2009; Hausman, 2000). Due to the frequently expressed concerns about increasing overspending, such buying behaviors may become a potential disadvantage for consumers (Dittmar, 2001). The question of how to manage IBB has been an essential and inevitable issue for academicians, implementers, and consumers.

Therefore, the information on IB should be well-grounded regarding academic knowledge, marketing management, and ethical marketing implementations (Xiao & Nicholson, 2013).

The suggestions for marketers and business managers based on the data and results obtained from the research are; primarily, marketers should actively interfere in the solution process of dissonance and direct it. If they fail to manage this, they may lose their customers forever due to CDPPB. As an alternative, from the perspective of a competitive-reactive marketing approach, a customer who experiences CD is an easy target group for the opponent. In other words, the opponents may change a customer's loyalty with less effort at this stage. To a great extent, if these customers are more "unguarded" and the marketers recognise them according to the statistical profiles, interventions to decrease CD may be initiated by businesses even at the promotion stage of the product. At the sales stage, these customers may be presented with more information to strengthen their buying behavior.

Moreover, customer representatives may be more proactive after the sale and help customers overcome that dissonance crisis by reaching them. In a more competitive business environment, influencing customers through highlighting MV and encouraging CBB should be used by businesses as an effective marketing strategy. Particularly in the clothing sector, business managers and marketers should benefit from this strategy as one of the most critical determinants of the sales income of the companies.

In conclusion, the current research reveals the effect of factors underlying materialistic consumption on CBB and CDPPB in an integrated framework. Unlike previous studies, this research extends the literature by analysing cognitive dimensions in the same model with a holistic view to show the direct and indirect effects of the related concepts. Another distinguishing feature of this study is the evaluation of CBB and CDPPB in terms of materialistic consumption. In addition, the fact that CBB has a mediating role makes this study different from other studies. Therefore, the findings presented here are expected to motivate other researchers to examine the critical issues surrounding the concepts of MV, CBB, and CDPPB. It is assumed that investigating the cognitive aspects of CBB and CDPPB will provide a more holistic explanation. Future researchers are encouraged to advance this approach. In addition, the research is considered to be guiding for academicians, researchers, and retailers who work in the marketing field, related organizations, and the clothing sector.

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